



Neighbors by Ring
Memorandum of Understanding

This agreement is entered into this 16th day of January, 2019 by and between Ring LLC ("Ring") and the North Bergen, New Jersey Police Department ("Agency"), (collectively the "parties") and will provide Agency access to the Neighbors Portal to communicate with users of the Neighbors app ("Ring Neighbors") and encourage community engagement as we work together to make North Bergen ("City") neighborhoods safer.

- Neighbors by Ring app ("Neighbors App") is a digital neighborhood watch that both law enforcement and the public may access free of charge by downloading the Neighbors App (iOS and Android).
- The Neighbors App allows users to share and comment on real time crime and safety events in their neighborhood.
- As part of the program, Agency may:
 - Utilize the critical crime and safety events that are posted in the Neighbors App by Ring Neighbors to assist in law enforcement operations and investigations; and
 - Post information relating to critical incidents and other incidents in the app to keep Ring Neighbors informed regarding issues in their neighborhoods.

With an understanding that a robust, active and engaged user community is essential to the immediate, sustained and ongoing success of the program, the parties agree to the following responsibilities:

Ring

- Make the Neighbors App available to City residents free of charge.
- Make the Neighbors Portal available to Agency free of charge, including ongoing support and training for Agency employees.

Agency

- Maintain appropriate access controls for Agency personnel to use the Neighbors Portal.

Press Release

The parties shall agree to a joint press release to be mutually approved by the parties. Neither party may use the other party's name, logo, or likeness in any advertising or press release without prior written approval of the other party. Notwithstanding the foregoing, Ring shall be permitted to provide in-app alerts to Ring Neighbors announcing Agency's participation in the Neighbors App.

Term

Agency's participation in the program shall commence upon Agency's acceptance of these program terms. Either party may terminate Agency's participation in the program at any time by providing 30 days' written notice to the other party; provided that in the case of material breach of this Agreement by the Agency, Ring shall only be required to provide three days' written notice to Agency.

Privacy and Terms of Use

Ring will not provide any customer personal information, including video footage, to Agency without the prior consent of the owner or properly issued legal process that complies with federal and state law, as applicable. Agency agrees to use the Neighbors Portal only as expressly authorized by Ring and only in connection with bona fide Agency work. Ring's terms of service and privacy notice, as posted on Ring.com, shall apply to all uses of the Neighbors App and, as applicable, the Neighbors Portal.

Compensation

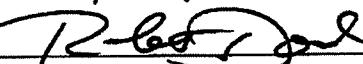
At no point shall either party receive compensation from each other as a result of this program.

Confidentiality

Unless otherwise required by law, the Parties shall not disclose the terms of this program or any information that is designated as confidential or that, given the nature of the information or the circumstances surrounding its disclosure, reasonably should be considered as confidential.

RING LLCDate: January 20, 2019

DocuSigned by:

By: OE0A3DBB5C7B452...Name: Melvin TangTitle: VP**Agency**North Bergen PDDate: 1/16/2019By: Name: Robert J. DowdTitle: Chief of Police



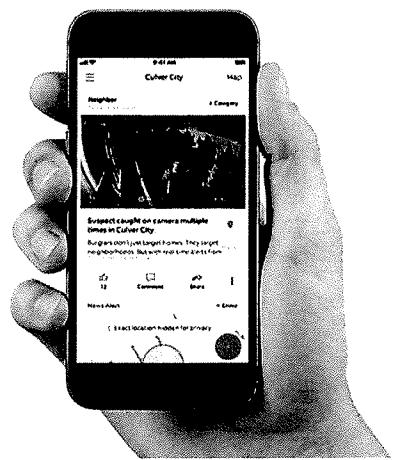
North Bergen Police Department has joined Neighbors by Ring!



Neighbors by Ring

Neighbors by Ring is the new Neighborhood Watch that sends real-time crime and safety notifications directly to your phone.

Join the **North Bergen Police Department** on the Neighbors App by visiting download.ring.com/northbergen or text **northbergenpd** to **555888** to download the **FREE** app today!





Allen Pascual
Commissioner

TOWNSHIP OF NORTH BERGEN DEPARTMENT OF PUBLIC SAFETY

POLICE DEPARTMENT



ROBERT J. DOWD
Chief of Police

LAW & PUBLIC SAFETY BUILDING
4233 KENNEDY BOULEVARD
NORTH BERGEN, NJ 07047

Dear Residents,

On March 1st, 2019, The North Bergen Police Department entered in a partnership with Neighbors by Ring "The New Neighborhood Watch" application. Below are some highlights about this application:

- Free of Cost
 - Please use this link to download the application, the more residents that download the application via the link, the more Ring Doorbells the company will donate to the Police Department. These donated Ring Doorbells will be given to residents of North Bergen.
 - Text 'northbergenpd' to 555888 from their smartphone or, visit <https://download.ring.com/northbergen>
- Receive Realtime Safety Alerts
 - North Bergen Police Department will be able to:
 - Send alerts to Neighbors about local crime and safety incidents in the area in real-time.
 - Request information about local crime and safety situations from Neighbors who opt-in to sharing for a particular request.
- You do not need to own a Ring device or any other home security system in order to download and use the Neighbors app.
 - Any video, image, and text can be uploaded and posted to Neighbors app. Videos from all cameras can be uploaded.

Sincerely,

Robert J. Dowd
Chief of Police

Sample Social Media Announcements

(For same-day distribution as press release)

Social Media Announcement Templates Included Below

1. Facebook
2. Nextdoor
3. Twitter

Important: Be sure to include your Department's unique 'Neighbors App' attribution link and simple text code (as provided by your Account Manager) in all social media posts and other outreach materials involving the Neighbors app as a way to continuously drive downloads and engagement.

#1: Facebook

We're excited to announce that the North Bergen Police Department has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

NBPD will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make North Bergen a safer community.

*Download the free 'Neighbors' app today to see what's happening in your neighborhood:
<https://download.ring.com/northbergen> Or, simply text 'northbergenpd' to '555888' from your smartphone.*

*****Attach Neighbors Image*****

#2: Nextdoor

Subject: NBPD has joined Neighbors by Ring

We're excited to announce that the North Bergen Police Department has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

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*Download the free 'Neighbors' app today to see what's happening in your neighborhood:
<https://download.ring.com/northbergen> Or, simply text 'northbergenpd' to '555888' from your smartphone*

*****Attach Neighbors Image*****

#3: Twitter

Sample Tweet #1:

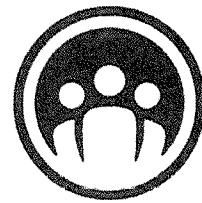
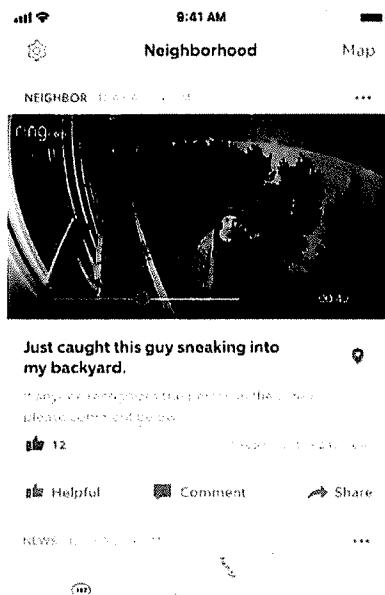
The North Bergen Police Department is excited to join Neighbors by @Ring, a digital neighborhood watch app that sends you crime and safety alerts from your neighbors and the @nbpolice. Join us by downloading the free 'Neighbors' app here: <https://download.ring.com/northbergen> Or, simply text 'northbergenpd' to '555888' from your smartphone

Sample Tweet Version #2:

By working together, we can make #NorthBergen communities safer. That's why North Bergen Police Department is excited to join 'Neighbors' by @Ring; a free app that lets you join your digital neighborhood watch and receive real-time crime and safety alerts from your neighbors & @nbpolice. Download the 'Neighbors' app today: <https://download.ring.com/northbergen> Or, simply text 'northbergenpd' to '555888' from your smartphone

Attach Neighbors Image

Neighbors Image:



The New Neighborhood Watch



North Bergen Police Department Joins 'Neighbors' by Ring to Provide Users with Real-Time, Local Crime and Safety Information

Neighbors aims to reduce crime in neighborhoods by connecting people, security cameras and law enforcement.

North Bergen – March 5, 2019 – Mayor Nicholas J. Sacco, Public Safety Commissioner Allen Pascual and the North Bergen Police Department today announced that the NBPD is joining the Neighbors app by Ring (available via iOS/Android here: <https://download.ring.com/northbergen> Or, simply text 'northbergenpd' to '555888' from your smartphone) to provide the North Bergen Township community with real-time, local crime and safety information. The Neighbors network already has millions of users and has been instrumental in catching package thieves, stopping burglaries, and keeping neighborhoods safe.

Residents can download the free Neighbors app, join their neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from their neighbors, local law enforcement and the Ring team.

"I'm very proud that the North Bergen Police Department is the first law enforcement agency in North Jersey to enter into this innovative partnership by working with 'Neighbors' by Ring," said Mayor Sacco. "The North Bergen Police Department will continue to do everything it can to keep our community a safe and enjoyable place to live, and using new technologies like this combined with traditional policing strategies will help them achieve that goal."

Jamie Siminoff, Chief Inventor and Founder of Ring, said: "We're excited to have the North Bergen Police Department join Neighbors to keep their community up-to-date on local crime and safety information. Over the past few years we have learned that when neighbors the Ring team and law enforcement all work together, we can create safer communities. Neighbors is meant to facilitate real-time communication between these groups, while maintaining neighbor privacy first and foremost. By bringing security to every neighbor with the free Neighbors app, the North Bergen Township community can stay on top of crime and safety alerts as they happen."

How It Works

- Download the Neighbors app on iOS and Android here: <https://download.ring.com/northbergen> or, simply text 'northbergenpd' to '555888' from your smartphone.
- Opt-in to join your neighborhood.
- Customize the geographic area you want to receive notifications for (users must verify where they are located and cannot participate in other neighborhoods).
- Receive real-time alerts from your neighbors, local law enforcement and the Ring team that inform of crime and safety alerts as they happen.
- View local crime and safety posts via a live feed or interactive map.
- Share text updates, photos and videos taken on any device, including Ring's home security devices.
- Work with your community to make neighborhoods safer.

About North Bergen Police Department

Under the Leadership of Chief Robert J. Dowd, the Township of North Bergen has enjoyed a continued decline in crime which was led to recognition by two different national studies distinguishing North Bergen as the safest municipality in Hudson County, the 6th safest big city in New Jersey, and the 23rd safest city with 50,000 or more people in the United States of America.

The number one priority of the North Bergen Police Department is to foster a collective efficacy in our neighborhoods for the purpose of promoting the safety and stability of our community. We are committed to utilizing the latest technology, coupled with a philosophy of community policing, in an effort to provide the most efficient, effective and professional delivery of police services.

About Neighbors

Neighbors is a neighborhood watch app that provides real-time, local crime and safety information. Download the free Neighbors app (iOS/Android), join your neighborhood, and use the app to: monitor neighborhood activity; share crime and safety-related videos, photos and text-based posts; and receive real-time safety alerts from your neighbors, local law enforcement and the Ring team. Download Neighbors (iOS/Android) today to join your digital neighborhood watch. For more information visit www.ring.com/neighbors.

About Ring

Ring's mission is to reduce crime in neighborhoods by creating a Ring of Security around homes and communities. Ring is an Amazon company. The Ring product line, along with Neighbors by Ring, enable Ring to offer affordable, whole-home and neighborhood security devices and services. In fact, one Los Angeles neighborhood saw a 55 percent decrease in home break-ins after Ring Doorbells were installed on just ten percent of homes. For more information, visit www.ring.com. With Ring, you're always home.

NBPD Media Contact

Lieutenant Bronson Jusino
Bjusino@northbergenpd.com
O : 201.392.2092

Philip Swibnski, Vision Media

Neighbors Media Contact

Morgan Culbertson
Public Relations Coordinator, Neighbors by Ring

North Bergen Police Department •••

2 days ago 3

North Bergen Residents! There are a few coupon codes left.

You're still in time to apply and receive a @ring coupon code worth \$100 if you already applied, please remember that although you received a code you need it redemned ASAP! Only the first 50 codes that are redeemed will be honored on a first come, first served basis.

<https://docs.google.com/forms/d/e/1FAIpQLSd77ySMCPU78ISNTA0KBayEN4tSS1DTM4aDcD0UC5Eam71fg/viewform>

#nbpolice #ring #ringca18
#nicholasjacksonfoundation

Adi Weiss Christian Sarao Tere Most Relevant

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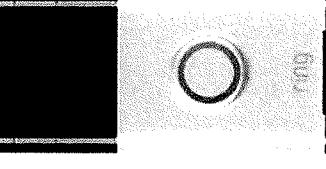
AK Cab Did the emails or notification go out?

1d

Marco Rosedo Is this only available for the models listed on the form? What if I want to purchase their new model the Door View Cam?

3d

1 Reply



Front Door 100%

9:41 AM

RING ALERTS

MOTION ALERTS

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RECENT ACTIVITY

MOTION SETTINGS

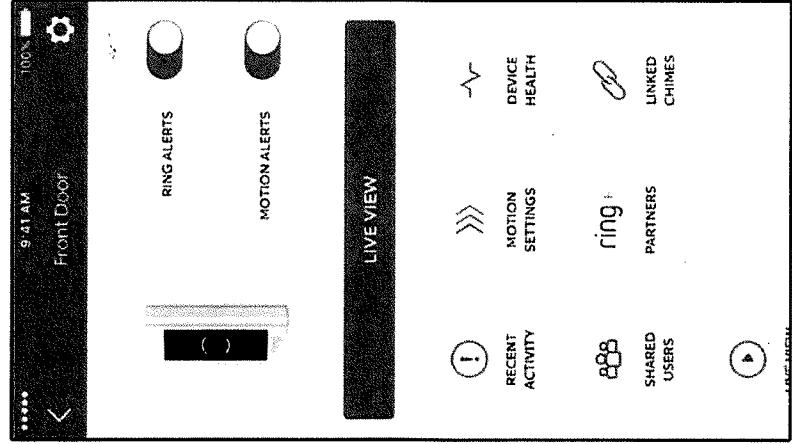
DEVICE HEALTH

ring

SHARED USERS

PARTNERS

LINKED CHIMES



North Bergen Police Department

August 13

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You're still in time to apply and receive a @ring coupon code worth \$100. If you already applied, please remember that although you received a code, you need it redeem it ASAP. Only the first 60 codes that are redeemed will be honored on a first come, first served basis.

<https://docs.google.com/forms/d/e/1FAIpQLSdD7YSMCPUT8hSNTA0K8aVeNlfssSVDTM4eDlaGUEaum7Mg/viewform>

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#nicholasjsaccofoundation

Ari Weiss, Christian Sarao, Tere VacRo and 2 others like this

Most Relevant

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1d

Marcos Rosado Is this only available for the models listed on the form? what if I want to purchase their new model the "Door View Cam"?
3d
1 Reply

RECENT ACTIVITY

MOTION SETTINGS

DEVICE HEALTH

SHARED USERS

PARTNERS

LINKED CHIMES

LIVE VIEW

ring

ring

North Bergen Police Department

August 12

North Bergen Residents! There are a few coupon codes left. You're still in time to apply and receive a @ring coupon code worth \$100. If you already applied, please remember that although you received a code, you need to redeem it ASAP. Only the first 60 codes that are redeemed will be honored on a first come, first served basis.

<https://docs.google.com/forms/d/e/1FAIpQLSd7YSMCPUT8NsNTA0K8aVeNMSSsVDTM-aDlaDOUGEaum7Mg/viewform>

#northbergenpolice #ring #pba18
#nicholasjacksonfoundation

Ari Weiss, Christian Sarao, Tere VacRo and 2 others like this.

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Marcos Rosado Is this only available for the models listed on the form? what if I want to purchase their new model the "Door View Cam"?
3d

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North Bergen Police Department

August 3 at 12:35 PM

NORTH BERGEN RESIDENTS — The North Bergen Police Department announced its partnership with Ring as well as a joint subsidy program funded by the Nicholas J. Sacco Foundation that will provide discounts for local residents who wish to purchase select home security devices. During the subsidy program period beginning August 5 at 8:00am, North Bergen residents will have the opportunity to receive a \$100 discount code funded by the Foundation, a 501c3 non-profit founded by Mayor Sacco, as well the North Bergen Police Benevolent Association and Ring. These subsidies will enable 60 residents to participate in the program on a first-come-first-served basis. On August 5, there will be a link posted on Facebook and on the www.NorthBergen.org website which will enable you to apply for a Ring coupon code.

"North Bergen has been ranked as the safest city in Hudson County and one of the safest in the country by independent studies, but that doesn't mean we are going to stop working to make sure every single resident can feel safe in our community," said Mayor Sacco. "This exciting partnership with Ring is one of many ways NBPD is using new technology to make North Bergen safer, and I'm glad that the Nicholas J. Sacco Foundation can assist in funding the program. I would like to thank Public Safety Commissioner Allen Pascual, Chief Robert Dowd and his team for always keeping our police department on the cutting edge of public safety."

"We're excited to partner with the North Bergen Police Department to make our doorbells and cameras available to local residents at an even more affordable cost," said Jamie Siminoff, Chief Inventor and Founder of Ring. "Even without a Ring device, North Bergen residents can connect with one another and stay up-to-date on local crime and safety information by downloading the free Neighbors App by Ring. When neighbors, the Ring team and local leaders all work together, we can create safer communities and reduce crime in neighborhoods."

How Ring Works

Ring Video Doorbells and security devices connect to the user's smartphone or tablet via the free Ring app (iOS/Android). Residents are then notified when the motion sensor is activated or if someone rings their doorbell, or they can choose to view the camera's live video feed at any time. Optional video subscription services are available for purchase to residents who want to save their Ring videos to view or share them at a later time.

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when the motion sensor is activated or if someone rings their doorbell, or they can choose to view the camera's live video feed at any time. Optional video subscription services are available for purchase to residents who want to save their Ring videos to view or share them at a later time.

How to Participate

- The promotional period for the program begins August 5, 8:00am and will run until September 19 or until the funding limit is reached.
- To participate in the program, residents must apply with their shipping address via an application to be posted on the township website.
- Ring will then provide discount codes to eligible residents via email once daily, Monday- Friday at 3:00pm PT.
- Promotional codes can only be redeemed at checkout at Ring.com. Please note that addresses will be verified to ensure the location is within township limits.
- North Bergen residents will have the opportunity to purchase the following devices at \$100 off of the retail price:
 - Ring Door View Cam
 - Ring Video Doorbell 2
 - Ring Video Doorbell Pro
 - Ring Spotlight Cam Solar
 - Ring Spotlight Cam Battery
 - Ring Spotlight Cam Wired
 - Ring Spotlight Cam Solar
 - Ring Stick Up Cam Battery
 - Ring Stick Up Cam Wired
 - Ring Floodlight Cam
 - Ring Alarm Security Kit (5-Piece)
- Subsidy discount codes are limited to one per household and cannot be re-used or applied towards previously purchased Ring products.
- Residents have the option to pay an additional subscription fee if they would like to save device footage or sign-up for the alarm monitoring Service.
- For more information about Ring's Subsidy Match Program, please review our Program FAQ



Diana



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Anthony Vainieri
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would like to save device footage or sign-up for the alarm monitoring Service.

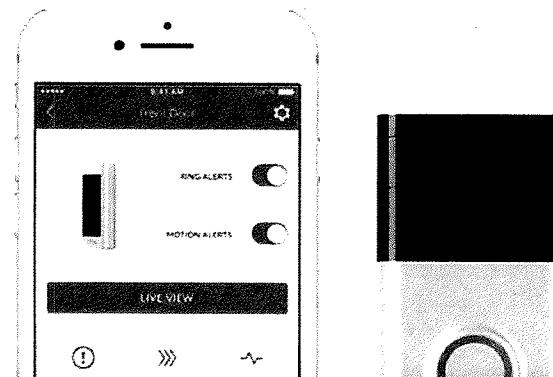
- For more information about Ring's Subsidy Match Program, please review our Program FAQ
- For more information about Ring's products, please visit Ring.com/products.

**For more information about the subsidy program, please email Info@NorthBergenPD.com.

About Ring

Ring's mission is to make neighborhoods safer by creating a Ring of Security around homes and communities with its suite of home security products and services. The Ring product line, along with the Ring Neighbors app, enable Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, two Newark, NJ neighborhoods saw an over 50 percent decrease in home break-ins after Ring Video Doorbells and Spotlight Cams were installed on 11% of homes in the communities from April-July 2018 when compared to the same time period in 2017. Ring is an Amazon company. For more information, visit www.ring.com With Ring, you're always home.

North Bergen Police Department
Nicholas J. Sacco Foundation
PBA 18



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North Bergen Police Department

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April 16 ·

Download the free 'Neighbors' app today to see what's happening in your neighborhood: <https://download.ring.com/northbergen> Or, simply text 'northbergenpd' to 555888 from your smartphone.

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NBPD will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make North Bergen a safer community.

3 Tips to Keep Your Neighborhood Safe



1. Get to know your community

Ask your neighbors about their concerns and interests. This can help you identify potential risks and opportunities for improvement. It's also a great way to build relationships and feel more connected to your community.

2. Prevent crime before it happens

Install motion sensor lights and security cameras to deter would-be intruders. Make sure your home is well-lit at night and has a clear line of sight to the street. Consider adding a security system or hiring a neighborhood watch group to help keep your home safe.

[See more of North Bergen Police Department on Facebook](#)

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Facebook North Bergen Police Department

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Rose Lonis Very nice 18w

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North Bergen Police Department is at North Bergen Public Library. April 9 North Bergen, NJ

North Bergen residents come join us at tonight's TAPS Community Meeting at 7:00 PM at the North Bergen Downtown Library. We will be raffling several Ring Doorbells to some lucky North Bergen Residents! We will also be discussing any other concerns you have about your community. We look forward to seeing you tonight. #NorthBergenPolice #TAPSMMeeting #RingDoorbell #CommunityPolicing #northbergen #safety #ring #police #cops #northbergenpd @ North Bergen Public Library

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Community Meeting

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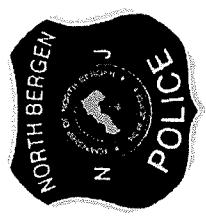
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April 4

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Neighbors by Ring

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New Jersey Humane Society

North Bergen Police Department has joined Neighbors by Ring!

Neighbors by Ring is the new Neighborhood Watch that sends real-time crime and safety notifications directly to your phone. Join the **North Bergen Police Department** on the Neighbors App by visiting download.ring.com/northbergen or text **northbergenpd** to **555888** to download the **FREE** app today!



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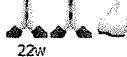
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North Bergen Police Department

March 7 ·

We're excited to announce that the North Bergen Police Department has joined Neighbors by Ring! The 'Neighbors' app is a digital neighborhood watch right on your phone where you can get real-time crime and safety alerts from your neighbors and law enforcement.

NBPD will be using 'Neighbors' to monitor crime in your area and send you updates on key crime incidents so you can all stay informed. By working together, we can all make North Bergen a safer community.

Download the fr... See More

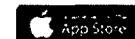


North Bergen Police Department has joined Neighbors by Ring!



Neighbors by Ring

Neighbors by Ring is the new Neighborhood Watch that sends real-time crime and safety notifications directly to your phone from the North Bergen Police Department on the Neighbors App by visiting download.ring.com/northbergen or text northbergenpd to 555888 to download the FREE app today!



50

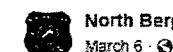
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North Bergen Police Department was live.

March 6 ·

Police Department

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**AGREEMENT BY AND BETWEEN
THE TOWNSHIP OF NORTH BERGEN AND RING**

This Agreement is made and entered into this March 28, 2019 by and between the Township of North Bergen, a New Jersey municipal corporation ("Township") and Ring LLC, a Delaware limited liability company ("Consultant") ("Agreement"). Township and Consultant are sometimes hereinafter individually referred to as "Party" and hereinafter collectively referred to as the "Parties".

RECITALS

WHEREAS, Consultant produces security cameras and video doorbells for residential use which link smartphone users to their doorbell when the camera is activated by motion or someone ringing the doorbell.

WHEREAS, with this technology, the homeowner has the capability to see, hear and speak to visitors through their smartphones, tablets or desktops.

WHEREAS, the Township desires to collaborate with Consultant to establish a grant program whereby Township residents can purchase Consultant's security cameras and video doorbells for use at residences within the Township at a discounted price to enhance security and safety in the community.

WHEREAS, the grant program will be operated on a first-come-first-served basis.

WHEREAS, the Township Committee finds that the dedication of public funds under this Agreement will serve the safety of Township residents, an issue of important public purpose.

OPERATIVE PROVISIONS

NOW, THEREFORE, in consideration of the mutual promises and covenants made by the Parties and contained herein and other consideration, the value and adequacy of which are hereby acknowledged, the Parties agree as follows:

1. **Recitals are Part of Agreement.** The preceding Recitals are part of this Agreement.
2. **Consultant Services.** Consultant will perform the following Services:
 - a. Consultant will collaborate with the Township on the distribution and marketing of the Ring Video Doorbell 2, Ring Video Doorbell Pro, Ring Spotlight Cam Wired, Ring Spotlight Cam Battery, Ring Floodlight Cam, Ring Alarm, Ring Spotlight Cam Solar, Ring Stick Up Cam Wired, Ring Stick Up Cam Battery and any other accessories (each, a "Product" and

collectively, the "Products") to residents of North Bergen, New Jersey ("Residents").

- b. During the Promotional Period, as defined in Section 4 below, Consultant will directly provide 60 unique promotional codes (Promotional Codes) to Residents with a \$100.00 discount of the sales price for one (1) of the Products at checkout.

Each Resident is entitled to only one Promotional Code. Each Promotional Code may only be used once per household. Only codes sent to the resident through Consultant communications channels will be valid. Promotional Codes shall only be redeemable for Products being sold at full price, and may not be redeemed for Products that are on sale or are otherwise being offered at a discount. Promotional Codes may not be combined with any other offer.

- c. Consultant will fulfill orders for Products when Residents provide information and payment required using the information required for Consultant to complete delivery of the Product (including name, address, email address, etc.). Standard delivery shall be in accordance with Ring's then-existing shipping policies. Consultant will use commercially reasonable efforts to ship the Products within three (3) business days from date the order was placed.
- d. Consultant will provide product and user support to Residents who purchase Products, including warranty for the security device(s) and, if the resident chooses to, the option to hire someone to install the device(s). These options will be provided at checkout at the user's expense.
- e. Consultant will provide marketing support and materials for Township to distribute to Residents, such as brochures and flyers.
- f. Consultant shall contribute fifty dollars (\$50.00) of the one hundred dollar (\$100.00) discount specified in section 2.b above.
- g. Within thirty days after the end of the Promotional Period, as set forth in Section 4 below, Consultant will provide the Township with an accounting statement (the "Accounting Statement") setting forth the number of Products purchased using the Promotional Code during the Promotional Period, as set forth in Section 4 below, and such other information reasonably requested by Township to enable the Parties to determine the Township's required Township contribution amount, as specified in Section 3.a below.

3. **Township Obligations.** The Township agrees to do the following in furtherance of this Agreement:
 - a. Within 30 days of its receipt of the Accounting Statement from Consultant, Township shall pay Consultant an amount equal to fifty dollars (\$50.00) of the one hundred (\$100.00) discount specified in section 2.b above for the first Product sold to each Resident household during the Promotional Period using a Promotional Code. No other Product is eligible for a Township contribution. The maximum contribution payable by the Township to Consultant shall not exceed three thousand dollars and no cents (\$3,000.00) under this Agreement.
 - b. Township may, at its own cost and expense, audit Consultant's applicable sales data to confirm the amount of the sales made under section 2.b above within one year of the end of the Promotional Period.
 - c. During the Promotional Period, as defined in Section 4 below, the Township agrees to make reasonable efforts to promote the program provided in this Agreement on the Township's website, social media platforms, such as Facebook and Twitter; issue press release(s), and/or have brochures and flyers available at Town Hall for the public. The Parties shall agree to a joint press release to be mutually agreed upon by the Parties.
 - d. The Township shall be responsible for verifying the residency and eligibility of Residents. Notwithstanding the foregoing, in no event shall the Township impose any requirements or restrictions on any Resident's use of the Products (e.g., the Township shall not require Residents provide recordings captured by the Products to the Township or any agency or subdivision thereof, including local law enforcement), whether as part of a Resident's eligibility or otherwise.
4. **Promotional Period.** The Promotional Period shall commence on a date mutually agreed by the Parties. The Promotional Period shall expire upon the earlier of the following:
 - a. 45 days after the commencement of the Promotional Period; or
 - b. The maximum contribution payable by the Township of \$3,000.00 has been reached, as set forth in Section 3.a above.
5. **Termination.** Each of the Township and the Consultant reserves the right to terminate this Agreement at any time, with or without cause, upon thirty (30) days' written notice to the other party, except that where termination is due to the

fault of the non-terminating party, the period of notice may be such shorter time as may be determined by the terminating party.

6. Indemnification.

The Consultant shall indemnify, defend and hold harmless the Township, its officers, officials, employees and volunteers from and against any and all third party claims, losses, liabilities, damages, costs or expenses, arising out of Consultant's negligence or willful misconduct in connection with performance of this Agreement.

The Township shall indemnify, defend and hold harmless the Consultant, its officers and employees from and against any and all third party claims, losses, liabilities, damages, costs or expenses, arising out of Township's negligence or willful misconduct in connection with performance of this Agreement.

- 7. Limitation of Liability.** In no event will (a) either Party be liable for any loss of data, loss of profits, cost of cover or other special, incidental, consequential, indirect, punitive, exemplary or reliance damages arising from or in relation to this Agreement, however caused and regardless of theory of liability and (b) either Party's aggregate liability for damages or indemnification under this Agreement exceed \$3,000.00.
- 8. Independent Consultant.** Neither the Township nor any of its employees shall have any control over the manner, mode or means by which Consultant, its agents or employees, perform the services required herein, except as otherwise set forth herein. Township shall have no voice in the selection, discharge, supervision or control of Consultant's employees, servants, representatives or agents, or in fixing their number, compensation or hours of service. Consultant shall perform all services required herein as an independent contractor of Township and shall remain at all times as to Township a wholly independent contractor with only such obligations as are consistent with that role. Consultant shall not at any time or in any manner represent that it or any of its agents or employees are agents or employees of Township. Township shall not in any way or for any purpose become or be deemed to be a partner of Consultant in its business or otherwise or a joint venturer or a member of any joint enterprise with Consultant.
- 9. Governing Law.** This Agreement shall be interpreted, construed and governed both as to validity and to performance of the parties in accordance with the laws of the State of California. Legal actions concerning any dispute, claim or matter arising out of or in relation to this Agreement shall be instituted in the Superior Court of the County of Los Angeles, State of California, or any other appropriate court in such county, and Consultant covenants and agrees to submit to the personal jurisdiction of such court in the event of such action. In the event of

litigation in a U.S. District Court, venue shall lie exclusively in the Central District of California, in the County of Los Angeles, State of California.

10. **Notices.** Any notice, demand, request, document, consent, approval, or communication either party desires or is required to give to the other party or any other person shall be in writing and sent by email, in the case of the Township, to vqueiro@northbergenpd.com and in the case of the Consultant, to August Cziment at a@ring.com and legal@ring.com. Either party may change its email address by notifying the other party of such change.
11. **Counterparts.** This Agreement may be executed in counterparts, each of which shall be deemed to be an original, and such counterparts shall constitute one and the same instrument.
12. **Integration; Amendment.** This Agreement including the attachments hereto is the entire, complete and exclusive expression of the understanding of the parties. It is understood that there are no oral agreements between the parties hereto affecting this Agreement and this Agreement supersedes and cancels any and all previous negotiations, arrangements, agreements and understandings, if any, between the parties, and none shall be used to interpret this Agreement. No amendment to or modification of this Agreement shall be valid unless made in writing and approved by the Consultant and by the Township Committee. The parties agree that this requirement for written modifications cannot be waived and that any attempted waiver shall be void.
13. **Severability.** In the event that any one or more of the phrases, sentences, clauses, paragraphs, or sections contained in this Agreement shall be declared invalid or unenforceable by a valid judgment or decree of a court of competent jurisdiction, such invalidity or unenforceability shall not affect any of the remaining phrases, sentences, clauses, paragraphs, or sections of this Agreement which are hereby declared as severable and shall be interpreted to carry out the intent of the parties hereunder unless the invalid provision is so material that its invalidity deprives either party of the basic benefit of their bargain or renders this Agreement meaningless.
14. **Corporate Authority.** The persons executing this Agreement on behalf of the parties hereto warrant that (i) such party is duly organized and existing, (ii) they are duly authorized to execute and deliver this Agreement on behalf of said party, (iii) by so executing this Agreement, such party is formally bound to the provisions of this Agreement, and (iv) that entering into this Agreement does not violate any provision of any other Agreement to which said party is bound. This Agreement shall be binding upon the heirs, executors, administrators, successors and assigns of the parties.

[SIGNATURES ON FOLLOWING PAGE]

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the date and year first-above written.

Township:

TOWNSHIP OF NORTH BERGEN, a New Jersey municipal corporation

DocuSigned by:
Robert J. Dowd

Name: Robert J. Dowd

Title: Chief of Police

CONSULTANT:

RING LLC, a Delaware limited liability company

DocuSigned by:
By: *Mel Tang*

Name: Mel Tang

Title: Vice President

Address: 1523 26th Street, Santa Monica CA 90404

Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	4/24/2019 12:01:49 PM
Certified Delivered	Security Checked	4/24/2019 1:11:26 PM
Signing Complete	Security Checked	4/24/2019 1:11:34 PM
Completed	Security Checked	4/24/2019 1:11:34 PM
Payment Events	Status	Timestamps

FOR IMMEDIATE RELEASE
July 29, 2019

North Bergen Announces 'Ring' Partnership and Subsidy Match Program for Local Residents

Initiative aims to reduce crime with affordable, easy-to-use, and effective smart home security

NORTH BERGEN, NJ — The North Bergen Police Department today announced its partnership with Ring as well as a joint subsidy program funded by the Nicholas J. Sacco Foundation that will provide discounts for local residents who wish to purchase select home security devices. During the subsidy program period beginning August 5 at 8:00am, North Bergen residents will have the opportunity to receive a \$100 discount code funded by the Foundation, a 501c3 non-profit founded by Mayor Sacco, as well the North Bergen Police Benevolent Association and Ring. These subsidies will enable 60 residents to participate in the program on a first-come-first-served basis.

"North Bergen has been ranked as the safest city in Hudson County and one of the safest in the country by independent studies, but that doesn't mean we are going to stop working to make sure every single resident can feel safe in our community," said **Mayor Sacco**. "This exciting partnership with Ring is one of many ways NBPD is using new technology to make North Bergen safer, and I'm glad that the Nicholas J. Sacco Foundation can assist in funding the program. I would like to thank Public Safety Commissioner Allen Pascual, Chief Robert Dowd and his team for always keeping our police department on the cutting edge of public safety."

"We're excited to partner with the North Bergen Police Department to make our doorbells and cameras available to local residents at an even more affordable cost," said **Jamie Siminoff, Chief Inventor and Founder of Ring**. "Even without a Ring device, North Bergen residents can connect with one another and stay up-to-date on local crime and safety information by downloading the free Neighbors App by Ring. When neighbors, the Ring team and local leaders all work together, we can create safer communities and reduce crime in neighborhoods."

How Ring Works

Ring Video Doorbells and security devices connect to the user's smartphone or tablet via the free Ring app (iOS/Android). Residents are then notified when the motion sensor is activated or if someone rings their doorbell, or they can choose to view the camera's live video feed at any time. Optional video subscription services are available for purchase to residents who want to save their Ring videos to view or share them at a later time.

How to Participate

- The promotional period for the program begins August 5, 8:00am and will run until September 19 or until the funding limit is reached.
- To participate in the program, residents must apply with their shipping address via an application to be posted on the township website.
- Ring will then provide discount codes to eligible residents via email once daily, Monday-Friday at 3:00pm PT.

- Promotional codes can only be redeemed at checkout at Ring.com. Please note that addresses will be verified to ensure the location is within township limits.
- North Bergen residents will have the opportunity to purchase the following devices at \$100 off of the retail price:
 - Ring Door View Cam
 - Ring Video Doorbell 2
 - Ring Video Doorbell Pro
 - Ring Spotlight Cam Solar
 - Ring Spotlight Cam Battery
 - Ring Spotlight Cam Wired
 - Ring Spotlight Cam Solar
 - Ring Stick Up Cam Battery
 - Ring Stick Up Cam Wired
 - Ring Floodlight Cam
 - Ring Alarm Security Kit (5-Piece)
- Subsidy discount codes are limited to one per household and cannot be re-used or applied towards previously purchased Ring products.
- Residents have the option to pay an additional subscription fee if they would like to save device footage or sign-up for the alarm monitoring Service.
- For more information about Ring's Subsidy Match Program, please review our Program FAQ
- For more information about Ring's products, please visit Ring.com/products.

****For more information about the subsidy program, please email Info@NorthBergenPD.com.**

About Ring

Ring's mission is to make neighborhoods safer by creating a Ring of Security around homes and communities with its suite of home security products and services. The Ring product line , along with the Ring Neighbors app, enable Ring to offer affordable, complete, proactive home and neighborhood security in a way no other company has before. In fact, two Newark, NJ neighborhoods saw an over 50 percent decrease in home break-ins after Ring Video Doorbells and Spotlight Cams were installed on 11% of homes in the communities from April-July 2018 when compared to the same time period in 2017. Ring is an Amazon company. For more information, visit www.ring.com . With Ring, you're always home.

Nicholas J. Sacco Foundation

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Victor Queiro
Sergeant

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VQueiro@NorthBergenPD.com

Township of North Bergen Media Contact
Philip Swibinski
Vision Media Marketing Inc.
201.864.0600
[REDACTED]

Ring Media Contact
Kaleigh Bueckert-Orme
Public Relations Coordinator, Ring
[REDACTED]